



European Banking Technology Fair 2002
U.S. Product Literature Center
October 28-31, 2002
Frankfurt, Germany



- What?** A targeted U.S. catalog exhibition within a major trade show for Europe's financial community. In order to promote U.S. solutions to financial services firms in Europe the US Embassy in Frankfurt, Germany presents U.S. products and services to senior level executives and technology specialists attending the European Banking Technology Fair.
- Why?** Frankfurt is at the heart of the exciting business changes now occurring in Europe -- the Euro, the European Central Bank, and a new partnership between the stock exchanges of Frankfurt and London.
- When?** October 28-31, 2002
- For Whom?** U.S. companies and their European affiliates are eligible to participate in the U.S. Commercial Service's Product Literature Center.
- Show attendees?** 8,500 senior executives and technology specialists from European banks, insurance companies, and other financial services institutions attend the show.
- Who exhibits?** 500 exhibitors will demonstrate their solutions for the banking community. Exhibitors represent innovative hardware, software, funds transfer, e-business, handling systems, multimedia, security, consulting, and document management solutions which target the financial service sector.
- How?** We will display your company literature in our U.S. Product Literature Center, respond to inquiries on your company's behalf, and provide you with a list of interested contacts after the event. We will need at least 25 sets of your company literature, sent to the address below, on hand at least two weeks prior to the event. Please contact us for a registration form and further details.
- How Much?** \$400 per catalog show exhibitor (information is also included regarding booth space available to U.S. firms close to the U.S. Product Literature Center)
- Questions & Registration:** Bryan Harmon
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